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SEARCH REQUEST FORM

Access DB#

201

Scientific and Technical Information Center

3015

Requester's Full Name: Jeff Geller Examiner #: 7646 Date: 27 Nov 99
Art Unit: 2162 Phone Number 305 655 Serial Number: 09127712
Mail Box and Bldg/Room Location: _____ Results Format Preferred (circle): PAPER DISK E-MAIL

If more than one search is submitted, please prioritize searches in order of need.

Please provide a detailed statement of the search topic, and describe as specifically as possible the subject matter to be searched. Include the elected species or structures, keywords, synonyms, acronyms, and registry numbers, and combine with the concept or utility of the invention. Define any terms that may have a special meaning. Give examples or relevant citations, authors, etc, if known. Please attach a copy of the cover sheet, pertinent claims, and abstract.

Title of Invention: _____

Inventors (please provide full names): _____

Earliest Priority Filing Date: 26 Nov. 99

For Sequence Searches Only Please include all pertinent information (parent, child, divisional, or issued patent numbers) along with the appropriate serial number.

(web) & (tag) advertising & embedded
(intranet) (agent)
(browser)

Novelty: Each web page has an advertising tag embedded in it which "calls" an advertisement to display before the next web page. This occurs when a person clicks for next page.

ENC 2700

ENC rec'd 12/27 - 11:30 AM

STAFF USE ONLY

	Type of Search	Vendors and cost where applicable
Searcher: <u>TSJ</u>	NA Sequence (#) _____	STN <u>✓</u>
Searcher Phone #: _____	AA Sequence (#) _____	Dialog <u>✓</u>
Searcher Location: _____	Structure (#) <u>✓</u>	Questel/Orbit _____
Date Searcher Picked Up: _____	Bibliographic <u>✓</u>	Dr. Link _____
Date Completed: <u>12/01</u>	Litigation _____	Lexis/Nexis <u>✓</u>
Searcher Prep & Review Time: _____	Fulltext _____	Sequence Systems <u>✓</u>
Clerical Prep Time: _____	Patent Family _____	WWW/Internet <u>✓</u>
Online Time: _____	Other _____	Other (specify) _____

SYSTEM:OS' - DIALOG OneSearch

File 350:Derwent WPIX 1963-2000/UD,UM &UP=200067
(c) 2000 Derwent Info Ltd

***File 350: Number of updates increased to 67 for 2000.**

Please enter HELP NEWS 350 for details.

File 344:Chinese Patents ABS Apr 1985-2000/Dec
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File 347:JAPIO Oct 1976-2000/Jul(UPDATED 001114)
(c) 2000 JPO & JAPIO

File 371:French Patents 1961-2000/BOPI 0050

(c) 2000 INPI. All rts. reserv \$8.47 Estimated total session cost 0.957 DialUn

show files;ds

File 350:Derwent WPIX 1963-2000/UD,UM &UP=200067
(c) 2000 Derwent Info Ltd

File 344:Chinese Patents ABS Apr 1985-2000/Dec
(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-2000/Jul(UPDATED 001114)
(c) 2000 JPO & JAPIO

File 371:French Patents 1961-2000/BOPI 0050
(c) 2000 INPI. All rts. reserv.

Set	Items	Description
S1	918	AU="LEE W"
S2	1	S1 AND (AD OR ADVERT?) AND TAG
S3	29037	AD OR ADVERTI?
S4	17171	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S5	192919	NETWORK?
S6	2138	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S7	16352	TAG OR TAGGED OR APPLET?
S8	219503	DELAY OR IDLE OR INTERSTITIAL?
S9	398672	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S10	20	S3(3N)S7
S11	1	S10 AND S6
S12	19	S10 NOT S11
S13	4	S12 AND (S4 OR S5)
\$370.07		Estimated total session cost 27.629 DialUnits

show files;ds

File 570:Gale Group MARS(R) 1984-2000/Dec 29

(c) 2000 The Gale Group

File 635:Business Dateline(R) 1985-2000/Dec 30

(c) 2000 Bell & Howell

Set	Items	Description
S1	660162	AD OR ADVERTI?
S2	85204	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S3	313776	NETWORK?
S4	5826	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S5	39194	TAG OR TAGGED OR APPLETT?
S6	34540	DELAY OR IDLE OR INTERSTITIAL?
S7	691550	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S8	30279	TAG OR APPLETT?
S9	13762	EMBED? OR IMBED? OR IMPLANT? OR ENCAPSULAT?
S10	481	S8(3N)S1
S11	1	S10(S)S9
S12	0	S10(S)S4
S13	15	S10(S)S7
S14	15	RD (unique items)
S15	76	SUPERSTITIAL?
S16	58	RD (unique items)
S17	41	S16/2000
S18	0	S16/1998
S19	17	S16 NOT S17
?		

19/3,K/1 (Item 1 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01844634 Supplier Number: 58386046 (USE FORMAT 7 FOR FULLTEXT)

Sparkling Campaign.

Cheng, Kipp
 MEDIAWEEK, v9, n46, p60
 Dec 6, 1999
 ISSN: 1055-176X
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Academic
 Word Count: 943

... the traditional media efforts in a narrowband environment.
 Digital@JWT decided to use Unicast's *superstitial*, a pre-loading
 "super" pop-up window ad unit, and Comet Systems' cometized banners to...

...millennium campaign, as well as the DIC site.

The strategy was two-pronged: A Unicast *superstitial* would promote
 a sweep-stakes running on the DIC site that gave users the chance...

19/3,K/2 (Item 2 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01827624 Supplier Number: 57293908 (USE FORMAT 7 FOR FULLTEXT)

Flycast Communications.

Brandweek, v40, n40, p48
 Oct 25, 1999
 ISSN: 1064-4318
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 38

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Flycast MediaNet ad-serving offerings will support the Flash format from
 Macromedia, San Francisco, and *Superstitials* from Unicast, New York.

19/3,K/3 (Item 3 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01823874 Supplier Number: 57237763 (USE FORMAT 7 FOR FULLTEXT)

Rich Media Match For Unicast and Engage.

CHENG, KIPP
 Brandweek, v40, n41, p62
 Nov 1, 1999
 ISSN: 1064-4318
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 287

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Communications has signed on with ad network Engage Technologies to
 serve Unicast's rich media "*superstitial*" advertising across Web sites
 subscribing to the Engage network.

Unicast's *superstitials* are rich media ads that can be authored in a
 variety of creative formats, including...

...interstitial and pop-up advertising schemes that interrupt Web surfers as they visit sites, a *superstitial* ad pre-loads in its entirety in the background during surfing idle periods.

The first *superstitials* using Engage's ad-targeting solutions are expected to roll out in first quarter 2000...

...s profile-driven ad technologies and database of 35 million-plus anonymous user profiles. Additionally, (*superstitials* will leverage Engage's AudienceNet, a Web-wide, profile-driven advertising and marketing network.

"We...

...side for a while, but this is the first collaboration that will actually profile-enable *superstitials*," said Kathleen Kreis, director of strategic communications at Andover, Mass.-based Engage.

The partnership, being...

...recently inked deals with ad networks Flycast, Adsmart and NetGravity and will not only increase *superstitial* reach, but result in more tracking data being fed back to Unicast.

"Not only can advertisers buy a *superstitial* from a network and get one report against it, but now they can also target those *superstitials* and fully maximize the creative potential of the *superstitial*," claimed Allie Shaw, vice president of marketing at New York-based Unicast.

According to Kreis...

...targeted by content. In addition, a Millward Brown Interactive study reported that 66 percent of *superstitial* viewers remembered having seen the brand advertised compared to 32 percent for banners.

19/3,K/4 (Item 4 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01822552 Supplier Number: 57792670 (USE FORMAT 7 FOR FULLTEXT)

***Superstitials* ad technology gains approval from users, claims study.(Unicast's technology, Millward Brown Interactive survey)(Company Business and Marketing)**

Bonello, Deborah

New Media Age, pNA

Nov 4, 1999

ISSN: 1364-7776

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 313

(USE FORMAT 7 FOR FULLTEXT)

***Superstitials* ad technology gains approval from users, claims study.(Unicast's technology, Millward Brown Interactive survey...**

TEXT:

Following the launch of the non-banner advertising technology, *Superstitials*, developed by Unicast, a study by Millward Brown Interactive, commissioned by Unicast and Intel, has...

Last month,/*Superstitials* were taken on board by four major advertising networks - Flycast, DoubleClick, NetGravity and Adsmart (NMA...

...positive returns for Web sites and advertisers, especially in their branding and e-commerce efforts. "

Superstitials were regarded more positively than other adverts in the test, which included banner ads and interstitials.

Unicast chairman and ceo Richard V Hopple said: "We believe the *Superstitial* is attractive to users because it offers a familiar,

large-screen experience, one that is...

...opens up the floodgate for creativity online."

Unicast is currently shouting about its next generation

Superstitials, which will be available to sites and advertisers in early 2000, It claims this round...

19/3,K/5 (Item 5 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01819548 Supplier Number: 57602429 (USE FORMAT 7 FOR FULLTEXT)

Web ads get glitzy, savvy.

Tedesco, Richard

Broadcasting & Cable, v129, n46, p49

Nov 8, 1999

ISSN: 1068-6827

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 684

... potentially obnoxious streaming ads are popping up-literally--on Web pages in a format called "*superstitials*" from San Francisco-based Unicast. Like virtual land mines, they're triggered when a Net...

...start using Engage's database of 35 million anonymous PC user profiles to target its ~~*superstitial* spots~~;

Forrester's Nail doubts that pushing big video windows in PC users' faces can...

19/3,K/6 (Item 6 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

01815342 Supplier Number: 57162587 (USE FORMAT 7 FOR FULLTEXT)

Ad Networks Flycast, DoubleClick Expand Rich Media Options.

Electronic Advertising & Marketplace Report, v13, n21, pNA

Nov 2, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 442

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...Unicast Communications, ad networks Flycast and DoubleClick have set plans to completely integrate Unicast's "*superstitial*" ad technology into their ad serving approach.

Superstitials, Unicast's rich media vehicle, differ from other forms of interactive advertising in that they...

...ads, which typically take up about 100K, only play when they've been completely downloaded. *Superstitials* can be run in whatever shape or screen location the advertiser wishes.

Superstitial delivery is controlled by a Java applet downloaded into the user's browser. The applet...

...participating ad management vendors Adsmart and NetGravity. Both vendors will now support the tracking of *superstitial* ad responses, turning out reports that integrate both rich media response data and non-rich...

19/3,K/7 (Item 7 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01807714 Supplier Number: 56335241 (USE FORMAT 7 FOR FULLTEXT)
BRITISH AIRWAYS POPS UP IN MOST UNOBTUSIVE WAY.
 Advertising Age, p64
 Oct 11, 1999
 ISSN: 0001-8899
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 222

... others.

CRITIQUE: Unobtrusive ads are the ideal way to market. British Airways is using Unicast **Superstitials**, a pop-up technology that is contradictory in that it is unobtrusive.

Let the content...

19/3,K/8 (Item 8 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01795053 Supplier Number: 55681306 (USE FORMAT 7 FOR FULLTEXT)
Hewlett-Packard BEST ONLINE CAMPAIGN.
 Kuchinskas, Susan
 Brandweek, v40, n26, pIQ/44
 June 28, 1999
 ISSN: 1064-4318
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 619

... The 24-site campaign included banners, two of them Enliven-enabled. They also produced a **Superstitial**, the non-banner rich media format from Unicast in San Francisco. Creative execution of banners was by SF Interactive, San Francisco; White Horse Interactive, Portland, Ore., executed the **Superstitial** and an Enliven banner.

"I was pleased that [publishers] thought it was an exciting opportunity...

...advertisers using HardCopy: 30+

Enliven HardCopy printout requests: 50 percent of those who clicked
 HP **Superstitial** click-through rate: 10 to 20 percent

19/3,K/9 (Item 9 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01793114 Supplier Number: 55622810 (USE FORMAT 7 FOR FULLTEXT)
Excite@Home.(Brief Article)
 MEDIAWEEK, v9, n32, p44
 August 23, 1999
 ISSN: 1055-176X
 Language: English Record Type: Fulltext
 Article Type: Brief Article
 Document Type: Magazine/Journal; Academic
 Word Count: 122

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...study by research firm Millward Brown Interactive, San Francisco, found

New York-based Unicast's *Superstitial* rich media ads are more effective than traditional banners and streaming interstitials. Among those who viewed *Superstitials*, awareness of the brand was more than double that of banner ad views, and 93 percent of people that viewed the *superstitials* recalled the ad or brand.

19/3,K/10 (Item 10 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01792041 Supplier Number: 55581355 (USE FORMAT 7 FOR FULLTEXT)

Millward Brown Interactive.(Brief Article)

ADWEEK Eastern Edition, v40, n34, p42

August 23, 1999

ISSN: 0199-2864

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 122

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...study by research firm Millward Brown Interactive, San Francisco, found New York-based Unicast's *Superstitial* rich media ads are more effective than traditional banners and streaming interstitials. Among those who viewed *Superstitials*, awareness of the brand was more than double that of banner ad views, and 93 percent of people that viewed the *superstitials* recalled the ad or brand.

19/3,K/11 (Item 11 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
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01791971 Supplier Number: 55580415 (USE FORMAT 7 FOR FULLTEXT)

Miliward Brown Interactive.(new studies show rich media more effective than banners on Internet)

Brandweek, v40, n32, p52

August 23, 1999

ISSN: 1064-4318

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 122

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...study by research firm Miliward Brown Interactive, San Francisco, found New York-based Unicast's *Superstitial* rich media ads are more effective than traditional banners and streaming interstitials. Among those who viewed *Superstitials*, awareness of the brand was more than double that of banner ad views, and 93 percent of people that viewed the *superstitials* recalled the ad or brand.

19/3,K/12 (Item 12 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
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01788379 Supplier Number: 55494616 (USE FORMAT 7 FOR FULLTEXT)

Very *Superstitials*? Online Ads Are 08/17/99 >BY Brian O'Connell.

O'Connell, Brian

Newsbytes, pNA

August 17, 1999
 Language: English Record Type: Fulltext
 Document Type: Newswire; Trade
 Word Count: 438

(USE FORMAT 7 FOR FULLTEXT)

Very *Superstitials*? Online Ads Are 08/17/99 >BY Brian O'Connell.

TEXT:

NEW YORK CITY, NEW YORK, U.S.A., 1999 AUG 17 (NB) What are *superstitials* and why are people saying such great things about them?
 Superstitials, those non-banner rich media ads that come in sizes as small as postage stamps...

...are making big waves these days. Users seem to like them for their relative unobtrusiveness -- *superstitial* engineers use a "polite" delivering system that only brings a Web advertisement into view after...
 ...streamed" online ads.

Now the Web advertising industry is beginning to get some data on *superstitials* that they can sink their teeth into. According to New York-based Millward Brown International, *superstitials* are three times more effective in meeting online advertisers' goals than traditional Web banner ads...

...Internet Web page advertisements.

The three-month long study found that among those who viewed *superstitials*, advertising awareness of the brand was more than double that of the banner-ad viewers (66 percent of *superstitials* viewers remembered having seen the brand advertised online verses 32 percent of banner ad viewers). 55 percent of the participants who viewed the *Superstitial* ads interacted with the ad for up to 30 seconds, while 55 percent of the...

...the ad at all.

In addition, three times as many participants elected to interact with *superstitial* ads for 31 seconds or more (12 percent) than did with interstitials (4 percent). Furthermore...

...22 percent of respondents to 11 percent) to purchase the advertised product after having viewed *superstitial* ads than interstitial ads.

"We knew there would be some increased awareness developed from *superstitials* - but these initial results are far more dramatic than we expected," said Rex Briggs, executive vice president of Millward Brown Interactive.

That, industry observers say, bodes well for *superstitial* technologies down the road. "The advent of rich media, publisher-friendly formats such as *superstitials* are essential for the continued growth of online advertising," said Rich LeFurgy, chairman of the...

19/3,K/13 (Item 13 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01774144 Supplier Number: 55117706 (USE FORMAT 7 FOR FULLTEXT)

Hewlett-Packard.

Kuchinskas, Susan

MEDIAWEEK, v9, n26, pIQ/44

June 28, 1999

ISSN: 1055-176X

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Academic

Word Count: 622

... The 24-site campaign included banners, two of them Enliven-enabled. They also produced a *Superstitial*, the nonbanner rich media format from Unicast in San Francisco. Creative execution of banners was by SF Interactive, San Francisco; White Horse Interactive, Portland, Ore., executed the *Superstitial* and an Enliven banner.

"I was pleased that [publishers] thought it was an exciting opportunity...

...advertisers using HardCopy: 30+

Enliven HardCopy printout requests: 50 percent of those who clicked
HP *Superstitial* click-through rate: 10 to 20 percent

19/3,K/14 (Item 14 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01750560 Supplier Number: 54581475 (USE FORMAT 7 FOR FULLTEXT)

In other news.

Advertising Age, pS26(1)

May 3, 1999

ISSN: 0001-8899

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 138

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...offering of stock last week. . . . Software company Unicast, San Francisco, last week unveiled its new '*Superstitial*' rich-media program, a non-streaming, larger format.

19/3,K/15 (Item 15 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01749994 Supplier Number: 54557065 (USE FORMAT 7 FOR FULLTEXT)

Unicast's "*Superstitials*" Welcomed by More Sites.

MAND, ADRIENNE

MEDIAWEEK, v9, n17, p48(1)

April 26, 1999

ISSN: 1055-176X

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Academic

Word Count: 283

(USE FORMAT 7 FOR FULLTEXT)

Unicast's "*Superstitials*" Welcomed by More Sites.

TEXT:

Superstitials are near full-screen ads that run between pages and load into a user's...

... new advertiser, publisher and agency clients each agreeing to serve 1 million impressions of its '*superstitial*' ad model.

CBS SportsLine, Women.com, game site MPlayer, Excite and industry site Iconocast all have accepted the *superstitials*. Advertisers include the Internet Advertising Bureau, Hewlett-Packard, Universal Studios, Macy's and You Don...

...Digital, Left Field, Goodby Silverstein, WhiteHorse and Rockpile Interactive.

Each company will serve 1 million *superstitial* impressions by May 31. Unicast has hired research firm Millward Brown Interactive, San

Francisco, to...

...are disenamored of banners," Hopple said. "There have to be units other than just banners." *Superstitials* work with the "conflicting needs" of advertisers, who want larger and more creative ads, and sites that need quick downloads, he said.

Superstitials for Universal's upcoming release The Mummy ran on CBS SportsLine for three weeks and...

19/3,K/16 (Item 16 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01749988 Supplier Number: 54557048 (USE FORMAT 7 FOR FULLTEXT)
HP Touts Printers in Online Effort.
 Kuchinskas, Susan
 MEDIAWEEK, v9, n17, p44(1)
 April 26, 1999
 ISSN: 1055-176X
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Academic
 Word Count: 330

... go way
 Two different ads will demonstrate HP printers' color layering process. A self-closing "*superstitial*," using technology from Unicast, New York, offers television commercial-like animation of a bullfighter struggling...

...wrong-colored cape, enhanced by flamenco guitar music.
 (Interstitials are usually streaming while Unicast's *superstitials* are down-loaded into the browser cache after a desired Web page appears. The ad...
 ...seen."

The Enliven banners will run on sites including MSNBC, Pathfinder and GeoCities; the matador *superstitial* will run on Redwood City-based portal Excite.

19/3,K/17 (Item 1 from file: 635)
 DIALOG(R)File 635:Business Dateline(R)
 (c) 2000 Bell & Howell. All rts. reserv.

1104257 00-78978
Unicast Names Peter J. Aranow Chief Financial Officer
 Anonymous
 PR Newswire (New York, NY, US) p1
 PUBL DATE: 990922
 WORD COUNT: 571
 DATELINE: San Francisco, CA, US, Pacific

TEXT:

Strong Growth of *SUPERSTITIAL*(TM) Rich Media Ad Solution Leads to Doubling of

Unicast Staff, Tripling of Sales and...

...ramp-up driven by the rapidly increasing number of Web sites and advertisers utilizing its *SUPERSTITIAL*(TM) rich media ad solution, Unicast (<http://www.unicast.com>) announced today that it has...

...and Investor Relations and the corporate finance and accounting functions.

"The rapid acceptance of the *SUPERSTITIAL* has enabled Unicast to move to the next level, attracting professionals from leading advertising and...

...CEO Richard V. Hoppie. "Unicast's continued growth not only underscores the attractiveness of the *SUPERSTITIAL* to advertisers for their campaigns and to sites for creating new revenue streams, but it...

...financings.

Unicast officials additionally reported that the company has doubled its staff since launching the *SUPERSTITIAL* format earlier this year, attracting top professionals from across the advertising and Internet industries. In...

...Unicast has tripled its sales and marketing departments to meet the increasing demand for the *SUPERSTITIAL*. Team members recently joining Unicast's San Francisco and New York offices bring expertise from...

...Masters of Business Administration in Finance from the Harvard Graduate School of Business Administration.

About *SUPERSTITIALS*(TM)

The *SUPERSTITIAL* is the non-banner rich media format that can be any size (from a postage stamp to full-screen) and can be authored in most any creative format. *SUPERSTITIALS* are non-streaming, rather "pre-cached," to guarantee ad-playback performance. As such, *SUPERSTITIALS* allow advertisers to use a larger creative canvas to deliver compelling TV-like advertising while...

...Web publishers no degradation in their users' experience. Because they are pre-cached, guaranteed impressions, *SUPERSTITIALS* are "the only site-friendly rich media solution for advertisers" available today.

About Unicast

Unicast...

?

show files;ds

File 350:Derwent WPIX 1963-2000/UD,UM &UP=200067
(c) 2000 Derwent Info Ltd

File 344:Chinese Patents ABS Apr 1985-2000/Dec
(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-2000/Jul(UPDATED 001114)
(c) 2000 JPO & JAPIO

File 371:French Patents 1961-2000/BOPI 0050
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Set	Items	Description
S1	918	AU="LEE W"
S2	1	S1 AND (AD OR ADVERT?) AND TAG
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S5	192919	NETWORK?
S6	2138	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S7	16352	TAG OR TAGGED OR APPLET?
S8	219503	DELAY OR IDLE OR INTERSTITIAL?
S9	398672	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S10	20	S3(3N)S7
S11	1	S10 AND S6
S12	19	S10 NOT S11
S13	4	S12 AND (S4 OR S5)
?		

show files;ds

File 350:Derwent WPIX 1963-2000/UD,UM &UP=200067

(c) 2000 Derwent Info Ltd

File 344:Chinese Patents ABS Apr 1985-2000/Dec

(c) 2000 European Patent Office

File 347:JAPIO Oct 1976-2000/Jul(UPDATED 001114)

(c) 2000 JPO & JAPIO

File 371:French Patents 1961-2000/BOPI 0050

(c) 2000 INPI. All rts. reserv.

Set	Items	Description
S1	2	AU="LANDSMAN R" OR AU="LANDSMAN R W"
S2	136	AU="LEE W Y"
S3	1	(S1 OR S2) AND (AD OR ADVERT?)
?		

3/7/1 (Item 1 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2000 Derwent Info Ltd. All rts. reserv.

012867624 **Image available**
 WPI Acc No: 2000-039457/200003

Web-based interstitial **advertising technique in networked client-server environment such as Internet**

Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N)
 Inventor: **LANDSMAN R W**; LEE W
 Number of Countries: 083 Number of Patents: 002
 Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003 B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019

Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A 19980515

Patent Details:

Patent No	Kind	Lan Pg	Main IPC	Filing Notes
WO 9960504	A1	E 128	G06F-017/60	

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939927 A G06F-017/60 Based on patent WO 9960504

Abstract (Basic): WO 9960504 A1

NOVELTY - ~~**Advertising** tag (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined **advertisement**, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content web page.~~

USE - In networked client-server environment such as Internet, to download ~~**advertisement**~~ in a manner transparent to user.

ADVANTAGE - While a fully down loaded ~~**advertisement**~~ is interstitially played from browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since ~~**advertising**~~ HTML files are not embedded within a web page, ~~**advertiser**~~ benefits in terms of both inserting ~~**advertisements**~~ into web page files and later changing the ~~**advertisements**~~ and hence labor, time and cost is saved.

DESCRIPTION OF DRAWING(S) - The figure shows the high-level block diagram of client-server distributed processing environment.

Browser (7)
 Server (15)
 Web page (35)
~~**Advertising** tag (40)~~
 pp; 128 DwgNo 1B/20

Derwent Class: T01; W01; W05

International Patent Class (Main): G06F-017/60

?

/7/1 (Item 1 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2000 Derwent Info Ltd. All rts. reserv.

012867624 **Image available**

WPI Acc No: 2000-039457/200003

Web-based interstitial **advertising technique in networked
 client-server environment such as Internet**

Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N)

Inventor: LANDSMAN R W; ~~**LEE-W**~~

Number of Countries: 083 Number of Patents: 002

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003 B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019

Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A 19980515

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9960504 A1 E 128 G06F-017/60

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU
 CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC
 LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL
 TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR
 IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939927 A G06F-017/60 Based on patent WO 9960504

Abstract (Basic): WO 9960504 A1

NOVELTY - **Advertising** **tag** (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined **advertisement**, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content web page.

USE - In networked client-server environment such as Internet, to download **advertisement** in a manner transparent to user.

ADVANTAGE - While a fully down loaded **advertisement** is interstitially played from browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since **advertising** HTML files are not embedded within a web page, **advertiser** benefits in terms of both inserting **advertisements** into web page files and later changing the **advertisements** and hence labor, time and cost is saved.

DESCRIPTION OF DRAWING(S) - The figure shows the high-level block diagram of client-server distributed processing environment.

Browser (7)

Server (15)

Web page (35)

Advertising **tag** (40)

pp; 128 DwgNo 1B/20

Derwent Class: T01; W01; W05

International Patent Class (Main): G06F-017/60

?

11/7/1 (Item 1 from file: 350)
 DIALOG(R) File 350:Derwent WPIX
 (c) 2000 Derwent Info Ltd. All rts. reserv.

013075092 **Image available**
 WPI Acc No: 2000-246964/200022

Program product for accessing advertising that is communicated to sites over the Internet, uses a tag store within an Internet message, which can then be communicated back to a remote site

Patent Assignee: NIELSEN MEDIA RES INC (NIEL-N)

Inventor: BLUMENAU T

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
CA 2272509	A1	19991129	CA 2272509	A	19990519	200022 B

Priority Applications (No Type Date): US 9886813 A 19980529

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
CA 2272509	A1	E	34	G06F-013/38	

Abstract (Basic): CA 2272509 A1

NOVELTY - The program product stored on a computer readable medium initially execute a detection operation of a ****tag**** in an ****advertising**** banner. This ****tag**** is located in the ****URL**** of an Internet message which can communicate with a computer over an external communication link. The tag is then logged with the computer, and communicated to a remote site.

USE - For accessing advertising that is communicated to sites over the Internet.

ADVANTAGE - The system allows the insertion of a tag into an Internet site without the need to be intrusive, or require extra software such as decoding software. However, the system allows a much greater degree of information regarding sites to be obtained.

DESCRIPTION OF DRAWING(S) - The figure is an overall view of the system according to the invention.

pp; 34 DwgNo 1/2

Derwent Class: T01; W01

International Patent Class (Main): G06F-013/38

International Patent Class (Additional): H04L-029/00

?

13/7/1 (Item 1 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2000 Derwent Info Ltd. All rts. reserv.

012880774 **Image available**
 WPI Acc No: 2000-052607/200004

Advertisements scheduling and displaying method of **WWW pages in
 network system**

Patent Assignee: FAIRALL D L (FAIR-I); HALL D (HALL-I); WODARZ D (WODA-I)
 Inventor: FAIRALL D L; HALL D; WODARZ D
 Number of Countries: 001 Number of Patents: 001
 Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
US 5999912	A	19991207	US 9616674	A	19960501	200004 B
			US 97850381	A	19970501	

Priority Applications (No Type Date): US 9616674 A 19960501; US 97850381 A 19970501

Patent Details:

Patent No	Kind	Lan	Pg	Main IPC	Filing Notes
US 5999912	A		7	G06F-017/60	Provisional application US 9616674

Abstract (Basic): US 5999912 A

NOVELTY - A set of advertisements that match the characteristics defined in ad tag are scanned. One of the matched advertisements is selected to display at location associated with ad tag. A web page code defining display and link characteristics is generated for selected advertisement, and is sent from server to client for display by browser program.

DETAILED DESCRIPTION - A request from web page is received from client by a server. The coded information defining requested web page is accessed. Then, it is judged if the coded information includes ad tags. Each ad tag defines an associated location on web page for advertisement and characteristics by advertisements that are displayed at that location. An INDEPENDENT CLAIM is also included for computer program.

USE - For managing advertisements on WWW pages in network system.

ADVANTAGE - Minimizes number of advertisers per web page and number of advertisements on web page, while minimizing number of viewers for each advertiser, since web page for a site is made more attractive by changing web pages on internet.

DESCRIPTION OF DRAWING(S) - The figure shows flow chart of advertisements scheduling and displaying method.

pp; 7 DwgNo 2/2

Derwent Class: T01

International Patent Class (Main): G06F-017/60

13/7/2 (Item 2 from file: 350)
 DIALOG(R)File 350:Derwent WPIX
 (c) 2000 Derwent Info Ltd. All rts. reserv.

012867624 **Image available**
 WPI Acc No: 2000-039457/200003

Web-based interstitial advertising technique in **networked
 client-server environment such as Internet**

Patent Assignee: UNICAST COMMUNICATIONS CORP (UNIC-N)
 Inventor: LANDSMAN R W; LEE W
 Number of Countries: 083 Number of Patents: 002
 Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
WO 9960504	A1	19991125	WO 99US10707	A	19990514	200003 B
AU 9939927	A	19991206	AU 9939927	A	19990514	200019

Priority Applications (No Type Date): US 99237718 A 19990126; US 9880165 A 19980515

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

WO 9960504 A1 E 128 G06F-017/60

Designated States (National): AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW

Designated States (Regional): AT BE CH CY DE DK EA ES FI FR GB GH GM GR IE IT KE LS LU MC MW NL OA PT SD SE SL SZ UG ZW

AU 9939927 A G06F-017/60 Based on patent WO 9960504

Abstract (Basic): WO 9960504 A1

NOVELTY - **Advertising** **tag** (40) contained in web page (35) when executed by browser (7), causes browser to download from server (15), media file forming a predefined advertisement, during browser idle time intervals. The downloading is suspended during each interstitial interval after the user instructs browser to navigate to a new content web page.

USE - In **networked** client-server environment such as Internet, to download advertisement in a manner transparent to user.

ADVANTAGE - While a fully down loaded advertisement is interstitially played from browser cache, the new content page is downloaded over the full bandwidth of the communication link. Since advertising HTML files are not embedded within a web page, advertiser benefits in terms of both inserting advertisements into web page files and later changing the advertisements and hence labor, time and cost is saved.

DESCRIPTION OF DRAWING(S) - The figure shows the high-level block diagram of client-server distributed processing environment.

Browser (7)

Server (15)

Web page (35)

Advertising **tag** (40)

pp; 128 DwgNo 1B/20

Derwent Class: T01; W01; W05

International Patent Class (Main): G06F-017/60

13/7/3 (Item 3 from file: 350)

DIALOG(R)File 350:Derwent WPIX

(c) 2000 Derwent Info Ltd. All rts. reserv.

012320727 **Image available**

WPI Acc No: 1999-126833/199911

PHS based information providing system for internet - includes server containing received advertising information which are extracted based on tag included in received information and displayed during queueing time

Patent Assignee: SONY CORP (SONY)

Number of Countries: 001 Number of Patents: 001

Patent Family:

Patent No	Kind	Date	Applicat No	Kind	Date	Week
JP 11003072	A	19990106	JP 97154938	A	19970612	199911 B

Priority Applications (No Type Date): JP 97154938 A 19970612

Patent Details:

Patent No Kind Lan Pg Main IPC Filing Notes

JP 11003072 A 16 G09G-005/00

Abstract (Basic): JP 11003072 A

NOVELTY - A PHS unit portable information terminal (9) is connected

to a computer ****network**** (1) via a server (26). Information in a page sent from internet (3) includes a ****tag**** indicating received ****advertising**** information. Based on the presence of tag, the terminal extracts the advertising information from the server. The advertising information is displayed during information display switching queueing time.

USE - For internet.

ADVANTAGE - Effective usage of queueing time is attained by displaying extracted advertising information during that time.

DESCRIPTION OF DRAWING(S) - The figure shows block diagram of information ****network**** system. (1) Internet service provider; (9) PHS unit portable information terminal; (26A) Server.

Dwg.1/9

Derwent Class: P85; T01

International Patent Class (Main): G09G-005/00

International Patent Class (Additional): G06F-013/00; G06F-013/14;

G06F-017/21

13/7/4 (Item 1 from file: 347)

DIALOG(R) File 347:JAPIO

(c) 2000 JPO & JAPIO. All rts. reserv.

06397015 ****Image available****

METHOD FOR PROVIDING PRINTABLE PAGE AND DEVICE DISTRIBUTING HARD COPY

PUB. NO.: 11-338666 [JP 11338666 A]

PUBLISHED: December 10, 1999 (19991210)

INVENTOR(s): WEI-MEN CHI

JAMES F LYONS

ROBERT E STEVEN JR

APPLICANT(s): HEWLETT PACKARD CO & HP;

APPL. NO.: 11-120003 [JP 99120003]

FILED: April 27, 1999 (19990427)

PRIORITY: 75559 [US 75559], US (United States of America), May 04, 1998 (19980504)

ABSTRACT

PROBLEM TO BE SOLVED: ~~To enable tracking by generating a JAVA ****applet****~~ ****advertisement**** banner and distributing print contents by performing a process for formatting a printable page at a request from a user agent.

SOLUTION: The user of a user system 14 transfers a request to a web page 20 through an IP (****network****) 16 by using a web browser 24. A web server 18 receives the request from the web browser 24 through the IP ****network**** 16 and packages and transfers a web page 26 and an applet 28 to the web browser according to the web page 20 and applet 22 stored on a host system 12. After the web page 26 and applet 28 are downloaded, the web browser 24 can display the web page 26 to the user of the user system 14 and execute the applet 28.

COPYRIGHT: (C)1999,JPO

?

14/9/3 (Item 3 from file: 570)
 DIALOG(R) File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01815342 Supplier Number: 57162587 (THIS IS THE FULLTEXT)

Ad Networks Flycast, DoubleClick Expand Rich Media Options.

Electronic Advertising & Marketplace Report, v13, n21, pNA

Nov. 2, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 442

TEXT:

Working with ad management companies and rich media technology provider Unicast Communications, ad networks Flycast and DoubleClick have set plans to completely integrate Unicast's "superstitial" ad technology into their ad serving approach.

Superstitials, Unicast's rich media vehicle, differ from other forms of interactive advertising in that they download solely when a user is between sites. The ads, which typically take up about 100K, only play when they've been completely downloaded. Superstitials can be run in whatever shape or screen location the advertiser wishes.

Superstitial delivery is controlled by a Java applet *downloaded* into the user's browser. The *applet* talks to the *ad* management system, and the ad management service "tells" the applet which ads to *download*, based on whatever user targeting system the management system has in place.

To roll out this new service, the ad networks will work with participating ad management vendors Adsmart and NetGravity. Both vendors will now support the tracking of superstitial ad responses, turning out reports that integrate both rich media response data and non-rich banner response data.

The new initiative proposes to solve an irritating problem faced by marketers placing rich media ads. To date, most advertisers have had to work with two sets of reports every time they ran a rich media campaign, one from the rich media company and one from the ad management company.

"The lack of integrated reporting with third party ad servers has been a thorn in the side of agencies since the ad servers were invented," says Richard Hopple, chairman and chief executive officer of Unicast (New York). "No agency wants to have to pick up two reports and do integration themselves. Agencies are overworked, and anything that adds labor or slows down service to the client is less than desirable."

For Flycast, the agreement is just one of a series of developments moving the company further in the direction of rich media.

Since going full-tilt into rich media delivery over a year ago, the Flycast Network has delivered over 800 rich media campaigns from 150 advertisers. Today, over 40% of the ads delivered via the Flycast Network contain rich media elements of some kind, the company said.

Flycast's supporting ResponsePoint program allows advertisers to translate static ads into interactive formats such as Macromedia Flash and Shockwave, HTML and Java.

The company's Flycast MediaNet already allows advertisers to run Flash-enabled ads and track Flash click-through rates.

DoubleClick, which recently completed its merger with NetGravity, is in the process of merging with information services and direct marketing giant Abacus Direct (EAMR, June 28).

DoubleClick: 212-271-2542 or www.doubleclick.com Flycast:
 415-977-1000 or www.flycast.com Abacus: 303-410-5100 or
www.abacus-direct.com

THIS IS THE FULL TEXT: COPYRIGHT 1999 Simba Information, Inc.

Subscription: \$449.00 per year. Published irregular.

COPYRIGHT 1999 Gale Group

PUBLISHER NAME: Simba Information, Inc.

EVENT NAMES: *380 (Strategic alliances)

GEOGRAPHIC NAMES: *1USA (United States)

PRODUCT NAMES: *7372000 (Computer Software); 7311000 (Advertising Agencies)
INDUSTRY NAMES: ADV (Advertising, Marketing and Public Relations); BUSN (Any type of business); CMPT (Computers and Office Automation)
NAICS CODES: 51121 (Software Publishers); 54181 (Advertising Agencies)
SPECIAL FEATURES: LOB
ADVERTISING AGENCY: Unicast Communications Corp.; FlyCast Communications Corp.; DoubleClick Inc.
ADVERTISING CODES: 86 Business to Business; 25 New Electronic Marketing
?

15/3,K/1 (It m 1 from file: 9)
 DIALOG(R)File 9:Business & Industry(R)
 (c) 2000 Resp. DB Svcs. All rts. reserv.

02088565 (USE FORMAT 7 OR 9 FOR FULLTEXT)
Online Music E-Shops Far From Ready To Shake Out As More Open And Boost Marketing Efforts
 (The online music retail industry is expected to expand to \$2.8 bil by 2002; an industry shakeout likely will not occur any time soon)
 Entertainment Marketing Letter, v 11, n 3, p 1+
 March 1998
 DOCUMENT TYPE: Newsletter; Industry Overview ISSN: 1048-5112 (United States)
 LANGUAGE: English RECORD TYPE: Fulltext
 WORD COUNT: 2474

(USE FORMAT 7 OR 9 FOR FULLTEXT)

TEXT:

...specific

clientele that, Castellana says, is unlikely to defect to larger online retailers. All print *advertising* is *tagged* with the *Web* *address* and a number of artist and label sites link with Hepcat. Currently, online customers get...

15/3,K/2 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2000 Bell & Howell. All rts. reserv.

01843314 04-94305
Hallmark.com revamps consumer-targeted site
 Cheng, Kipp
 Adweek (Eastern Ed.) v40n21 PP: 46 May 24, 1999
 ISSN: 0199-2864 JRNL CODE: AWE
 WORD COUNT: 311

...TEXT: new print and banner ad campaign rolls out in July, but for now, all existing *advertising* is *tagged* with the site's *URL*, as are the backs of 3.5 billion Hallmark cards available in stores nationwide.

(Photograph...

15/3,K/3 (Item 2 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2000 Bell & Howell. All rts. reserv.

01702307 03-53297
Domain name shell game
 Warner, Bernhard
 Adweek (Eastern Ed.) v39n34 PP: 40-42 Aug 24, 1998
 ISSN: 0199-2864 JRNL CODE: AWE
 WORD COUNT: 1129

...TEXT: has been an effective means of establishing the brand position online. The address has been *tagged* in its ongoing *advertising* campaign

since March, which includes the brand's biggest television buy ever. Other marketers, such as AT&T, M&M/Mars and Barnes & Noble, will never get a *Web* *address* that matches their brand name. When the Web computer language, HTML, was being written the...

15/3,K/4 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

04699293 Supplier Number: 62950471 (USE FORMAT 7 FOR FULLTEXT)

Building A Site To See.

Perry, Phillip M.

BEEF, pNA

May, 2000

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 1426

... already using."

On your Web page, duplicate the promotions that are ongoing in your display *advertising*. *Tag* your Web site address at the end of ads.

Invite readers to "get more information at our Web site, at (*Web* *address*)."

Mistake #3: Creating a stodgy home page.

Make sure the opening page is a winner...

15/3,K/5 (Item 1 from file: 621)

DIALOG(R)File 621:Gale Group New Prod.Annou.(R)
(c) 2000 The Gale Group. All rts. reserv.

01394572 Supplier Number: 46474043 (USE FORMAT 7 FOR FULLTEXT)

AT&T BUSINESS NETWORK LAUNCHES ON THE WORLD WIDE WEB

PR Newswire, pN/A

June 17, 1996

Language: English Record Type: Fulltext

Document Type: Newswire; Trade

Word Count: 1378

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...to immediate use for competitive advantage. AT&T Business Network can be accessed through the *URL* <http://www.bnet.att.com>. Access to the site is free of charge. AT&T...additional opportunities, including the ability to target messages to specific audiences and to use interactive *applets*. The first companies *advertising* on AT&T Business Network include Federal Express, Lotus Development Corp., MasterCard International, Microsoft Corp
...

15/3,K/6 (Item 1 from file: 148)

DIALOG(R)File 148:Gale Group Trade & Industry DB
(c)2000 The Gale Group. All rts. reserv.

12694831 SUPPLIER NUMBER: 66036911 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Dot-combat: Surviving the Internet Wars.

DEMARCO, ANTHONY

Jewelers Circular Keystone, 171, 10, 100

Oct, 2000

ISSN: 0194-2905 LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 2033 LINE COUNT: 00155

... the store include exclusive sales and free watch cleaning services.
Moeller puts his Web site *URL* (universal resource locator) on
nearly every piece of *advertising* he uses. "We *tag* it at the end of our
radios ads, on TV ads, in some print ads...
?

24/3,K/1 (Item 1 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

02372711 SUPPLIER NUMBER: 59479461 (USE FORMAT 7 OR 9 FOR FULL TEXT)

ADfilter 2.7.(Software Review)(Evaluation)

Internet Magazine, 168

Dec, 1999

DOCUMENT TYPE: Evaluation ISSN: 1355-6428 LANGUAGE: English

RECORD TYPE: Fulltext

WORD COUNT: 433 LINE COUNT: 00036

... can and can't view in your browser.

This includes blocking JavaScript ad banners and *applets*--which can reduce the risk of introducing a virus onto your PC--as well as pop-up *ad* windows, MIDI files, *embedded* and framed ads. If Web sites in your bookmarks need to use certain filters, you...

24/3,K/2 (Item 2 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)
(c) 2000 The Gale Group. All rts. reserv.

02046595 SUPPLIER NUMBER: 19119920 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Internet World: the Web gets down to business. (trade show at Javits Center, New York) (Industry Trend or Event)

McKenzie, Matt; Votsch, Victor; Walter, Mark

Seybold Report on Internet Publishing, v1, n5, p15(10)

Jan, 1997

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 7078 LINE COUNT: 00562

... objects (database access, discussion groups, authentication, forms, conditional include), the XRes SE image editor and *AppletAce*, a tool for configuring and *embedding* Java *applets*--*ad* banners, bullets, charts and image maps, for example. Backstage offers a wizard interface for setting...

24/3,K/3 (Item 1 from file: 20)

DIALOG(R)File 20:World Reporter
(c) 2001 The Dialog Corporation. All rts. reserv.

14221706

PR Newswire California Summary, Wednesday, Dec. 13, 2000 up -2-

PR NEWswire

December 13, 2000

JOURNAL CODE: WPRW LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1316

... CA-Kanakaris-EEC-tech (NEWPORT BEACH) Kanakaris Wireless Creates EEC(TM) Proprietary Technology To Offer *Embedded* Interactive *Advertising* and Ordering; HSW007 12/13/2000 08:29 r f bc-CA-Anystream-Sorenson (SAN...

... f bc-CA-Precision-Dynamics (SAN FERNANDO) Precision Dynamics' Smart Band(TM) RFID Wristbands Use *Tag*-it(TM) Smart Label Inlays from Texas Instruments SFW081 12/13/2000 09:01 r...

?

t 27/3,k/all

27/3,K/1 (Item 1 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2000 Bell & Howell. All rts. reserv.

02039031 55523934

Ways to make the clicks measure up

McLuhan, Rob

Marketing PP: 35 Jun 22, 2000

ISSN: 0025-3650 JRNL CODE: MAR

WORD COUNT: 1392

...ABSTRACT: As technology develops, advertising options are likely to expand beyond the limits of microsites, banners, *interstitials* and boxes.

...

...TEXT: away from your site?

However, it's not all rosy in the world of online *advertising*. Paul Griffiths, chief *executive* of E-Marketing, says it is expensive to maintain a share of voice on the...

...these devices at a microscopic 0.5%. Emerging tools such as pop-up boxes and '*interstitials*' - sound and video ads that appear when a site is loading - carry more information than...

...users with standard PCs and modems.

Yet new media experts believe that banners, boxes and *interstitials* are highly-effective for brand awareness. "They have the advantage of being measurable and they...

...targeting is provided by Engage, which has tracked web users' paths by using a 'cookie' *tag* dropped into their PCs. Advertisers can use its database of 52 million individuals in 800... As technology develops, advertising options are likely to expand beyond the limits of microsites, banners, *interstitials* and boxes. "Everything will be changed, from the content to the navigation, and people are...

27/3,K/2 (Item 2 from file: 15)
 DIALOG(R)File 15:ABI/Inform(R)
 (c) 2000 Bell & Howell. All rts. reserv.

01763731 04-14722

How advertising works: What do we really know?

Vakratsas, Demetrios; Ambler, Tim

Journal of Marketing v63n1 PP: 26-43 Jan 1999

ISSN: 0022-2429 JRNL CODE: JMK

WORD COUNT: 14750

...TEXT: high-involvement persons. In other words, repetition of a series of advertisements can prevent (or *delay*) wear-out. Similar results on the differential effects of repetition (single versus series of advertisements

...

... Zielske (1959), Zielske and Henry (1980), and Rao and Burnkrant (1991), who find that varied *ad* *executions* maintained *ad* recall at high levels. Batra and Ray (1986) find that, in low-involvement situations, affective... 3d ed., Eric R. Kandel, James H. Schwartz, and Thomas M. Jessel, eds. Norwalk, CT: *Appleton* and Lange, 735-49.

Reference:

Lambin, Jean J. (1976), Advertising, Competition and Market Conduct in... 3d ed., Eric R. Kandel, James H. Schwartz, and Thomas M. Jessel, eds. Norwalk, CT: *Appleton* and Lange, 32940.

Reference:

McDonald, Colin (1971), "What Is the Short Term Effect of Advertising...2), 125-42. Rao, Unnava H. and Robert E. Burnkrant (1991), "Effects of Repeating Varied *Ad* *Executions* on Brand Name Memory," Journal of Marketing Research, 28 (November), 406-16. Ray, Michael L...

...91-104.

Skinner, Burrhus F. (1938), The Behavior of Organisms. New York and London: Appleton-*Century*.

Reference:

27/3,K/3 (Item 3 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01543380 01-94368

The real impact of Internet advertising

Cartellieri, Caroline; Parsons, Andrew J; Rao, Varsha; Zeisser, Michael P
McKinsey Quarterly n3 PP: 44-62 1997
ISSN: 0047-5394 JRNL CODE: MCQ
WORD COUNT: 6297

...TEXT: transactions easily and seamlessly, or risk losing sales to competitors. Consider Casio, which uses Virtual *Tag* technology developed by First Virtual to enable customers to make purchases from an Internet banner...will be driven by consumers' ability to "tune out" straightforward commercial messages, be they banners, *interstitials* (ads that pop up while users wait for a requested Web page to appear), or...

... to their interests. Triggered banners (ads that appear when certain key words are mentioned) and *interstitials* are early examples that point the way. Consider how one automaker's ads are pushed...

...the topic of cars comes up, or how a user waiting for content to be *downloaded* is sent an *ad* related to that content. Marketers must ask themselves a number of questions: What is the...

27/3,K/4 (Item 4 from file: 15)
DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01423031 00-74018

The 10 hottest technologies in telecom

Flanagan, Patrick
Telecommunications (Americas Edition) v31n5 PP: 25-32 May 1997
ISSN: 0278-4831 JRNL CODE: TEC
WORD COUNT: 4836

...TEXT: will come almost entirely from advertisers. They will benefit from more exposure, since Web broadcasting *downloads* visible *advertising* along with content, while most Web pages currently give the option of clicking onto ads... addition to Ipsilon, are 3Com with Fast IP, Digital

with GIGAswitch/IP, and Cisco with *Tag* switching. Ipsilon developed what it calls a Generic Switch Management Protocol (GSMP) stack that can...

... switches IP packets at speeds of up to 18 million packets per second. The Cisco *Tag* approach pushes the process of route determination out to the edge of the network by simplifying routing decisions inside networks through a process of putting a network label, or "*tag*," on each packet or cell that contains the data's routingtable destination and identifies types ... threat of cable modems is motivating carriers to implement xDSL, but this threat is somewhat *idle*. Only 5 to 10 percent of the existing cable TV infrastructure can transmit two-way...

27/3,K/5 (Item 5 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

01083539 97-32933

Guaranteed growth

Hyatt, Joshua
Inc. v17n12 PP: 68-78 Sep 1995
ISSN: 0162-8968 JRNL CODE: INO
WORD COUNT: 4568

...TEXT: books, pored over a do-it-yourself manual for strategic planning, and even consulted an *ad*-agency *executive* --all in the service of answering one crucial question: how do you sell a commodity...absent more than two days a quarter; they: couldn't be the cause of any *delay*, even if they had had an accident. "Tough love," says Behar. To conduct the lottery... they might make the guarantee better known to the outside world. Somebody suggested affixing a *tag* to every product. How about handing out buttons that say "The On-Time Company"? Behar...

27/3,K/6 (Item 6 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

00741325 93-90546

Into the dark

Gordon, Jack
Training v30n7 PP: 21-29 Jul 1993
ISSN: 0095-5892 JRNL CODE: TBI
WORD COUNT: 6898

...TEXT: 40 percent lost ground. The threat of a starkly divided, two-tier society is no *idle* worry.

Drucker states it this way: "The economic challenge of the post-capitalist society will job offer so far paid \$6.50. Not the former Chicago *advertising* *executive* now temping for a social-services agency for \$10 an hour. Not the \$14-an... the compensation of a worker or manager significantly. At the Aid Association for Lutherans, an *Appleton*, WI-based insurance company, clerical and administrative workers are cross-trained extensively. The company's...

27/3,K/7 (Item 7 from file: 15)

DIALOG(R)File 15:ABI/Inform(R)
(c) 2000 Bell & Howell. All rts. reserv.

00596651 92-11824

New Technology Helps Marketers Get Personal

...ABSTRACT: surfers can view gif animations, where Java, Flash and Dynamic html require special plug-ins, *applets* or the latest browser technologies. Animations are actually a series of individual images viewed in...

TEXT:

...which are very robust and increasingly popular formats, but which require special plug-ins, downloadable *applets*, or the newest browser in order to be viewed.

... file sizes. Large file size is anathema on the Web, where it results in lengthy *download* times. *Advertisers* want the audience to see the entire message, which means the animated banner *ad* must display quickly. *Download* speed is determined by file size, and this speed is so important that most large...

...down (or speed up) the animation

The gif 89A format allows you to determine the *delay* between individual frames of an animation (specified in 0.01-second increments). This gives you...

...of time (0.2 seconds), or you can create one frame and specify an exact *delay* time of 0.8 seconds. In a gif file that has not been otherwise optimized...

...You can often create a more believable motion effect in fewer frames by decreasing the *delay* time to 0.1 seconds or less. To see this theory in action, examine the...SHEET:OPTIMIZING ANIMATIONS

Get the speed right. Set text to display longer, and decrease the *delay* time for motion illusions.

Crop partial frames. Don't use the entire frame when a...

27/3,K/10 (Item 3 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

02046594 SUPPLIER NUMBER: 19119919 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Consumer behavior in online publishing: perceptions and recommendations.

(Internet publishing)(includes related article on Hoover's Online)

(Internet/Web/Online Service Information)

Kingsley, Lawrence

Seybold Report on Internet Publishing, v1, n5, p9(6)

Jan, 1997

LANGUAGE: English RECORD TYPE: Fulltext

WORD COUNT: 3976 LINE COUNT: 00307

... into account the fact that network demand is constantly changing, and that a unit of *idle* bandwidth is gone forever. There needs to be an economic model that gives you incentive...already is being implemented by companies like Individual, Inc. The ability to put a price *tag* in any denomination, in any currency, on products for sale; the ability to monitor the...

...have to overcome the perception that Internet publishing is dependent on advertising. Despite inroads, many *advertising* *executives* have not yet come to terms with the online world, and are adopting a wait...

27/3,K/11 (Item 4 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

01996182 SUPPLIER NUMBER: 18788262 (USE FORMAT 7 OR 9 FOR FULL TEXT)

**Stepping off the wire: surfing without a Net. (offline Web browsers)
(includes product table)(Buyers Guide)**

Sullivan, Kristina B.

PC Week, v13, n42, p90(2)

Oct 21, 1996

DOCUMENT TYPE: Buyers Guide ISSN: 0740-1604 LANGUAGE: English

RECORD TYPE: Fulltext; Abstract

WORD COUNT: 1506 LINE COUNT: 00122

...ABSTRACT: user frustration. Tympani Development Inc's NetAttache Pro lets users decide whether to download Java *applets*, Java scripts, inline plug-ins, and multimedia files. Traveling Software's WebEx has a similar...
... with NetAttache Pro, for example, users can determine whether the program should download images, Java *applets*, Java Scripts, inline plug-ins and/or multimedia files. The package will show what information...

...content."

WebWhacker also lets users specify the types of items that can and cannot be *downloaded*.

"I hate *downloading* *advertisements*," said Mark Friedman, a WebWhacker user and manager of IS for The Mariners' Museum, in... information from the Internet and display it as slide-show screens when users' PCs are *idle*. The effect is like a customized news ticker.

"You can set up Netriever to download...

27/3,K/12 (Item 5 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

01669930 SUPPLIER NUMBER: 15040707 (USE FORMAT 7 OR 9 FOR FULL TEXT)

CCI NewsDesk and planning tools highlight new developments. (CCI Europe's editorial software for newspaper layout and production) (includes related article on CCI company background)

Joner, Urban

Seybold Report on Publishing Systems, v23, n12, p3(16)

Feb 21, 1994

ISSN: 0736-7260 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 11030 LINE COUNT: 00851

... CCI is bucking that trend.

New products. Since our last article, CCI has not been *idle*. It has improved significantly its integration with desktop products through its DB Link. It has...reporter or editor can refer to a default shape or enter the name of a *tag* set (typographic definition) without any shape connected to it.

If a user working on the...created and released, a warning appears on the LayoutChamp screen and the layout operator can *execute* the new *ad* layout and update the page.

As we mentioned earlier, this approach works well as long...

27/3,K/13 (Item 6 from file: 275)

DIALOG(R)File 275:Gale Group Computer DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

01546815 SUPPLIER NUMBER: 12549850 (USE FORMAT 7 OR 9 FOR FULL TEXT)

Bulletin boards

Computer Shopper, v12, n10, p725(42)

Oct, 1992

ISSN: 0886-0556 LANGUAGE: ENGLISH RECORD TYPE: FULLTEXT

WORD COUNT: 64863 LINE COUNT: 04961

magazine *advertisements*--a recent phenomenon in Latin America.

For Italian food giant Parmalat, a push to win...

... and still going strong features babies and small children dressed in animal costumes with the *tag* line: 'All mammals need milk.' Since November, an offer of stuffed-animal toys for \$8...

27/3,K/16 (Item 1 from file: 636)

DIALOG(R)File 636:Gale Group Newsletter DB(TM)

(c) 2000 The Gale Group. All rts. reserv.

03566019 Supplier Number: 47379337 (USE FORMAT 7 FOR FULLTEXT)

Agency Rumbblings

Delaney Report, v8, n18, pN/A

May 12, 1997

Language: English Record Type: Fulltext

Document Type: Newsletter; Trade

Word Count: 704

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

After some *delay*,Dalton, Ga.-based association Carpet Design & Rug Institute started sending out questionnaires to ad agencies...

...These associations never end up spending what they say they're going to spend," one *ad* agency *executive* commented Designer Liz Claiborne is hunting for an agency to handle its Liz Claiborne Perfumes...

... on the bottom line. As a result, sources say New Woman will fetch a price *tag* in the one-times-revenue range. "What K-III gets for New Woman will really...

27/3,K/17 (Item 1 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2000 The Gale Group. All rts. reserv.

06681081 Supplier Number: 55911471 (USE FORMAT 7 FOR FULLTEXT)

Ads that click with your customers.

Curtis, James

Campaign, pS4

Sept 10, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 3181

... being linked to wimbledon.org. Visitors were also given the opportunity to watch an animated *interstitial* ad, which summarised IBM's technical input into the tournament, including ...Airways' new-media agency, decided to conduct a direct comparative test between two different creative *executions* of a banner *ad* for a recent BA World Offers online campaign.

The test was conducted during the first...win an England shirt. There were also strong brand-building executions using the famous 'probably' *tag*-line, designed to stimulate curiosity about what Carlsberg was doing online. The ads were also...

27/3,K/18 (Item 2 from file: 16)

DIALOG(R)File 16:Gale Group PROMT(R)

(c) 2000 The Gale Group. All rts. reserv.

05369762 Supplier Number: 48165945 (USE FORMAT 7 FOR FULLTEXT)

...

...return of normalcy is so overwhelming that nobody wants to be the excuse for any *delay* in the calendar of events leading up to the elections.

Another fact is that, Professor... selected by their presidential candidates without controversy, bring to their tickets hardly any excitement. They *tag* along as best as they can, praying that by some arithmetic quirk, their candidates will...

27/3,K/31 (Item 2 from file: 20)

DIALOG(R)File 20:World Reporter

(c) 2001 The Dialog Corporation. All rts. reserv.

12628492 (USE FORMAT 7 OR 9 FOR FULLTEXT)

Tire Recall Again Puts Focus on Crisis Public Relations

Deborah Lohse

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (SAN JOSE MERCURY NEWS - CALIFORNIA)

August 31, 2000

JOURNAL CODE: KSJM LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1204

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... established information hotlines and Web pages to answer the barrage of consumer questions. And, like *delay*-plagued United Airlines, the companies have publicly apologized for the fiasco and stressed that consumer...

... trip to the desert," driving on tires that were later recalled, said Erin Vidovich, an *ad* *executive* from Long Beach. "We were really at risk, because they say that's the most...

... roots Tire Action Group, which is seeking a broader tire recall. (The Web site for *TAG* shows it is now being sponsored by personal-injury attorneys.) Some customers say they observe...

27/3,K/32 (Item 3 from file: 20)

DIALOG(R)File 20:World Reporter

(c) 2001 The Dialog Corporation. All rts. reserv.

11623956 (USE FORMAT 7 OR 9 FOR FULLTEXT)

MKT INTERNET: Ways to make the clicks measure up - Internet ads are lacking in design and, says Rob McLuhan, their targeting could be better

ROB MCLUHAN

MARKETING, p35

June 22, 2000

JOURNAL CODE: FMKT LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 1387

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... away from your site?

However, it's not all rosy in the world of online *advertising*. Paul Griffiths, chief *executive* of E-Marketing, says it is expensive to maintain a share of voice on the...

...these devices at a microscopic 0.5%. Emerging tools such as pop-up boxes and ~~*interactive ads*~~ - sound and video ads that appear when a site is loading - carry more information than...

...users with standard PCs and modems.

Yet new media experts believe that banners, boxes and *interstitials* are highly-effective for brand awareness. 'They have the advantage of being measurable and they...

... targeting is provided by Engage, which has tracked web users' paths by using a 'cookie' *tag* dropped into their PCs. Advertisers can use its database of 52 million individuals in 800... As technology develops, advertising options are likely to expand beyond the limits of microsites, banners, *interstitials* and boxes. 'Everything will be changed, from the content to the navigation, and people are...

27/3,K/33 (Item 4 from file: 20)

DIALOG(R)File 20:World Reporter

(c) 2001 The Dialog Corporation. All rts. reserv.

09528639 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The Boston Globe Downtown Column

Steve Bailey

KRTBN KNIGHT-RIDDER TRIBUNE BUSINESS NEWS (BOSTON GLOBE - MASSACHUSETTS)

February 11, 2000

JOURNAL CODE: KBGL LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 687

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... - to bring off a project of this scope if it began fund-raising now
... Further *delay* is harmful and unnecessary." We're still waiting.

Enough vision; it's past time to see some money.

The price *tag* for this dream is something like \$60 million, maybe more. That is a staggering number...

... tenure. Two past Mass. Hort chairmen, Skip Pile and the late Jay Hill, both Boston *advertising* *executives*, disagreed on plans for the grand Boston garden. Hill thought it was a mistake; Pile...

27/3,K/34 (Item 5 from file: 20)

DIALOG(R)File 20:World Reporter

(c) 2001 The Dialog Corporation. All rts. reserv.

07324945 (USE FORMAT 7 OR 9 FOR FULLTEXT)

The Brand As (Anti-) Persona

Like them, hate them, but you just can't ignore them. Personae and anti-personae abound in today's advertising. When successful, they communicate brand benefits and contribute to brand-building. BT presents an advertiser's guide to using a tool that can l

Shailesh Dobhal Additional Reporting Chhaya

BUSINESS TODAY (INDIA), p88

July 07, 1999

JOURNAL CODE: WBTI LANGUAGE: English RECORD TYPE: FULLTEXT

WORD COUNT: 2456

(USE FORMAT 7 OR 9 FOR FULLTEXT)

... Ayurvedic Concepts before settling on what it thought was the best: a young and supporting *tag*, but one which underscored the 5,000-year history of ayurveda.

Next, the company tried...

... successfully than any stereotyped tall, dark, and handsome persona can. The sheer audacity of the *advertising* *execution* works. In today's

11/7/1 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00495709 98PK05-004

Banner ads enlivened -- Service allows merchants to sell wares directly from Web ads

Kerstetter, Jim; Dodge, John
PC WEEK , May 4, 1998 , v15 n18 p10, 1 Page(s)
ISSN: 0740-1604

Provides a profile on a new service being offered by Communications Corp. that will let Web merchants sell products directly from their banner advertisements. Says Narrative, a year-old Waltham, MA startup company, will launch its Enliven/Impulse service with Web retailers 1-800-Flowers Inc., Eddie Bauer Inc., and Godiva Chocolatier Inc. running ads on it. Explains the software service network, which acts as a Web *advertising* middleman, uses Java *applets* in the banners to initiate direct sales and impulse purchases. Adds Narrative plans to port Enliven to other third-part commerce systems later this year. Concludes the Enliven/HardCopy printing service, uses the same technology as the Enliven/Impu service, and fees will be assigned according to the number printed. Includes one screen display. (EB)

11/7/2 (Item 2 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00456496 97WW04-007

Online gaming sites are all business -- Competitors duke it out with innovative Java *applets*, *ad* schemes, online stores

Cohen, Jodi B
WebWeek , April 7, 1997 , v3 n9 p17, 20, 2 Page(s)
ISSN: 1081-3071

Discusses the expanding online gaming market. Notes that competition is increasing and says that traditional gaming companies working to put games online. Claims that the popularity of online gaming comes from its offer of head-to-head competition. Reports that these sites utilize Java and a number of other innovative technologies. Discusses the sites' various subscription schemes and unique advertising methods, such as sponsorships and time-based ads. Concludes that the games provide a strong base for electronic commerce. Includes one screen display. (kgh)

11/7/3 (Item 3 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00297996 92MA12-103

Digital Ocean lets PBs ride wireless currents

Streeter, April
MacWEEK , December 14, 1992 , v6 n44 p1, 180, 2 Page(s)
ISSN: 0892-8118
Company Name: Digital Ocean
Product Name: Grouper

Announces the January 1993 release of the Grouper (\$450), a wireless connection device from Digital Ocean of Overland Park, KS (913). Features include a PCMCIA slot as well as 10Base-T Ethernet and Digital Encryption Standard (DES)-based cards; other features include a proprietary algorithm that shuts the unit off when the connected device is not accessing the network and three distinct levels of security. Says that the wedge-shaped radio transceiver, which rely either on battery or AC power, enables

13/7/1 (Item 1 from file: 233)

DIALOG(R)File 233:Internet & Personal Comp. Abs.
(c) 2000 Info. Today Inc. All rts. reserv.

00538047 99JW06-005

Visualizing traffic on the World Wide Web

Markatos, Evangelos P; Papathanasiou, Athanasios E; Papadakakis, Nektarios

WebNet Journal , June 1, 1999 , v1 n2 p57-65, 9 Page(s)

ISSN: 1522-192X

Product Name: Palantir

Discusses traffic on the Web. Describes Palantir, a visualization tool that can be used to display the origin, volume, and type of the incoming requests of a Web server. States the tool is written in Java and can be accessed through a regular Web browser without any need for special software. Explains that it overlays the *URL* requests on top of a geographic map in order to reveal information about the geographical location of the clients of a given Web server. Displays the traffic animation in a realtime animated mode so that users can easily spot overloads and pinpoint their location on the map. Presents the high-level design and interface of Palantir, its structure, its implementation, related work, and the summary of the study. Concludes that Palantir can be useful to a range of people that use the Internet, including company *executives*, Webmasters, and *advertising* agents. Includes one diagram, 11 screen displays, and a list of references. (CT)

?

show files;ds

File 348:EUROPEAN PATENTS 1978-2000/DEC W04

(c) 2000 European Patent Office

File 349:PCT Fulltext 1983-2000/UB=20001228, UT=20001214

(c) 2000 WIPO/MicroPat

Set	Items	Description
S1	55482	AD OR ADVERTI?
S2	23646	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S3	105537	NETWORK?
S4	5240	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S5	35206	TAG OR TAGGED OR APPLETT?
S6	99144	DELAY OR IDLE OR INTERSTITIAL?
S7	117388	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S8	31391	TAG OR APPLETT?
S9	134347	EMBED? OR IMBED? OR IMPLANT? OR ENCAPSULAT?
S10	88	S8(3N)S1
S11	5	S10(S)S4
?		

t 11/3,k/all

11/3,K/1 (Item 1 from file: 349)
 DIALOG(R)File 349:PCT Fulltext
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00676406

**A TECHNIQUE FOR IMPLEMENTING BROWSER-INITIATED NETWORK- DISTRIBUTED
 ADVERTISING AND FOR INTERSTITIALLY DISPLAYING AN ADVERTISEMENT
 TECHNIQUE DE MISE EN PLACE DE PUBLICITE REPARTIE SUR RESEAU ET DECLENCHEE
 PAR NAVIGATEUR, ET D'AFFICHAGE INTERSTITIEL DE PUBLICITE**

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Patent and Priority Information (Country, Number, Date):

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Application: WO 99US10707 19990514 (PCT/WO US9910707)

Priority Application: US 9880165 19980515; US 99237718 19990126

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
 FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT LU
 LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA
 UG UZ VN YU ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU TJ TM
 AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM
 GA GN GW ML MR NE SN TD TG

Publication Language: English

Filing Language: English

Fulltext Word Count: 22451

Fulltext Availability:

Detailed Description

English Abstract

...an interstitial basis, in response to a click-stream generated by the
 user. An HTML *advertising* *tag* is embedded into a referring web page.
 This tag contains two components. One component effectively...

...decouples" advertising content from a web page such that a web page,
 merely includes an *advertising* *tag* that refers, via a *URL*, to a
 specific AD management system. The AD management system selects the given
 advertisement that...

Detailed Description

... distinguish this tag from other HTML tags, will also be referred to
 hereinafter as an "*advertising* *tag*") into a referring page. This tag
 contains two components. One component effectively downloads, from a...

...to a user click-stream. The other component is a reference, in terms of
 a *web* *address*, of the advertising management system from which the
 advertising files are to be downloaded. This...

...than embedding actual advertising content within the page itself -- as
 conventionally occurs, merely includes an *advertising* *tag* that
 refers, via a *URL*, to a specific ad management system rather than to a
 particular advertisement or its content...executes under the browser, it
 is not under the control of the browser itself.

The *advertising* *tag* is itself embedded in a content web page and
 references a JavaScript file. The *advertising* *tag* also encapsulates a

reference, i.e., a *URL* to a specific ad management server, typically sited on a third party advertising server, containing...

...who displays, with his(her) browser, the HTML coding for that page. In particular, the *advertising* *tag* references a JavaScript file (which contains a "script") stored on a distribution server. When the...

...form the Transition Sensor applet, into the retrieved web page content in lieu of the *advertising* *tag*. Subsequent execution of these tags, by the client browser, invokes the Transition Sensor applet.

In...

...Sensor applet then passes the URL of the ad management system, as specified in the *advertising* *tag*, to the AdController applet in order for the ...next navigated (particularly if the user reached that page through a hotlink displayed in the *advertisement*). Subsequently, the AdController *applet* uploads the log entries to the advertising server. These entries will be collectively processed, as...Internet to the client PC and require no user-assisted installation.

Another portion of the *advertising* *tag* ("AdServer="http://AdManagement-system") references a *URL* of a particular ad management system (where "AdManagement system" represents a *web* *address* (*URL*) of that particular system), here illustratively system 25, from which the agent is to download...

...advertisement. As will be seen below, the Transition Sensor applet, during its execution, passes this *URL*, as part of an advertising download request, to the remainder of the AdController agent to...

...need to be inserted by content providers into each referring web page in lieu of *advertising* *tag* 40. Unfortunately, Transition Sensor applet 210 identifies both the agent server, and an actual advertisement in terms of a *URL* of its source components (through contents of an "AdDescriptor" file - which will be discussed in...e.g., ad management system 25, specified in advertising tag 40. This request contains the *URL* of the ad management system contained in *advertising* *tag* 40. Currently, Java applets are restricted under constraints inherent in the Java programming language itself...symbolized by line 1060, the Transition Sensor passes, as discussed above, a request containing an *Internet* *address* of an advertisement management system to the AdController applet to download an AdDescriptor file, for an advertisement, from that address. This address is specified in *tag* 44 of *advertising* *tag* 40 and, as symbolized by dashed line 1050, incorporated into the request. Thereafter, the Transition...

...terminates its execution until the browser next encounters, interprets and executes a content page containing *advertising* *tag* 40 at which point the Transition Sensor applet is re-loaded and re-started; and...

...if necessary, and then load it. Thereafter, this thread executes block 1130 to obtain the *Internet* *address* is of an advertising management system (e.g., system 25 shown in FIGs. 1B and 1C, 2A and 2B, and 10) in *tag* 44 from *advertising* *tag* 40.

As shown in FIG. 11, in response to a Start Transition Sensor applet event...the API configures the Ad Pipeline such that advertisement downloading is disabled whenever the AdController *applet* is playing an *advertisement*. Furthermore, as symbolized by block 1350, the API configures the Ad Pipeline such that advertisement...

DIALOG(R)File 349:PCT Fulltext
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00674294 **Image available**

METHOD AND APPARATUS FOR REDIRECTION OF SERVER EXTERNAL HYPER- LINK REFERENCES

PROCEDE ET DISPOSITIF SERVANT A REDIRIGER DES REFERENCES DE LIENS HYPERMEDIA EXTERIEURES AU SERVEUR

Patent Applicant/Assignee:

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Sunnyvale, CA 95089-1134 , US

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, US

LINDBLAD Christopher J, LINDBLAD, Christopher, J. , 26 Binnacle Hill,
Oakland, CA 94618 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9957865 A1 19991111

Application: WO 99US9244 19990428 (PCT/WO US9909244)

Priority Application: US 9871674 19980501

Designated States: AE AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE

ES FI GB GD GE GH GM HR HU ID IL IN IS JP KE KG KP KR KZ LC LK LR LS LT

LU LV MD MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT

UA UG UZ VN YU ZA ZW GH GM KE LS MW SD SL SZ UG ZW AM AZ BY KG KZ MD RU

TJ TM AT BE CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG

CI CM GA GN GW ML MR NE SN TD TG

Publication Language: English

Filing Language: English

Fulltext Word Count: 8734

Fulltext Availability:

Detailed Description

Detailed Description

... Graphics;

import java.net.LJURL;

import java.net.MalformedURLException-

import java.io.IOException;

public class *ad* extends *Applet*

Image image;

URL notifyurl;

URL pageurl;

public void init({

image = getImage(getDocumentBase(, getParameter("img"))); try { logurl =

new LJURL(getDocumentBase(, getParameter...

...import java. net. MalformedURLException; import java.net. Socket; import

j ava. net. URL; public class *ad* extends *Applet* Image image, String

host,data; int port; LJURL *url*; public void init({ image =

getImage(getDocumentBase(, getParameter("img"))); host =

getDocumentBase().getHost(, port = Integer. parseInt(getParameter the

following HTML code into the Web page 84.

< *applet* name="*ad*" code=" *ad*. class" width=468 height=60> < param

name=img value="--" ad. gif '> < param name--port value="21 If> < param

name=data value= "MTCH-2009-1073 -GEN"> < param name=*url*

value="http:Hcatalog. online. com/"> < /applet> Thus, a comprehensive

system and method for accounting or...

11/3,K/3 (Item 3 from file: 349)

DIALOG(R)File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00652430 **Image available**

**SYSTEM FOR CONVERTING SCROLLING DISPLAY TO NON-SCROLLING COLUMNAR DISPLAY
SYSTEME DE CONVERSION D'AFFICHAGE A DEFILEMENT EN AFFICHAGE SOUS FORME DE
COLONNES SANS DEFILEMENT**

Patent Applicant/Assignee:

ION SYSTEMS INC, ION SYSTEMS, INC. , 107 Mississippi Avenue, Crystal
City, MO 63019 , US

Inventor(s):

STOUB Everett W, STOUB, Everett, W. , P.O. Box 796, Hillsboro, MO 63050 ,
US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9935592 A1 19990715

Application: WO 99US62 19990105 (PCT/WO US9900062)

Priority Application: US 983972 19980107

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH GM HR HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD
MG MK MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG US
UZ VN YU ZW GH GM KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE
CH CY DE DK ES FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN
GW ML MR NE SN TD TG

Publication Language: English

Filing Language: English

Fulltext Word Count: 42565

Fulltext Availability:

Detailed Description

Detailed Description

... rgb or color name * size=value size index value " < form> ... < form>
form specification domain * action=*url* server contact for response *
enctype=encoding element value coding system * method=style either get or
...

...i> italic * " < img> insert gif or jpeg image * align=type bottom,
middle, or top * src=*url* image *url* * " < input> form input element
specification * align=type top, middle, or bottom (image) * border=n
pixel...

...maxlength=n max # of chars to accept (file or password) * name=name
passed to designated *url* * size=n max # of chars to display (file or
password) src=*url* image *url* * type=type button, checkbox., file,
hidden, image, password, radio, reset, submit, text value=string passed
to designated *url* * " < kbd> < /kbd> keyboard (monospaced) * " < li>
... list item type=bullet type for unordered: circle, square, or...pop-up
input list element definition selected initially select element *
value=string passed to designated *url* (instead of < option> contents)
* < p> ... < /p> new paragraph, extra halfspace * align=type left,
center, right...

...pop-up input list specification domain * multiple allow multiple
selections * name=name passed to designated *url*. * size=n number of
items to display * " < small> < /small> decrease font size one step <
strike...

...cols=n number of characters to display in a row * name=name passed to
designated *url* * rows=n number of lines to display in area * " < tt>
... < /tt> teletype (monospaced) < u> < /u>...new paragraph tag w/
attributes I I tagText. startsWith(BR) H an html new line *tag* 11
tagText.equals(*AD*)) H an html address tag I addIndex += paintRow(g,0);
// try to punch out pending...

...ITALIC,textFont.getSize()); I else if (tagText.equals(SL+PA) H an html
end paragraph *tag* tagText.equals(SL+AD*)) H an html end address tag I

addlIndex += paintRow(g,0); H try to punch...

11/3,K/4 (Item 4 from file: 349)

DIALOG(R)File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00632790 **Image available**

TELEVISION INTERACTIVE ACCESS SYSTEM USING URLS

SYSTEME DE TELEVISION A ACCES INTERACTIF UTILISANT DES LOCALISATEURS URL

Patent Applicant/Assignee:

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3220 Tillman Drive, Bensalem, PA 19020 , US

Inventor(s):

KUNKEL Gerard, KUNKEL, Gerard , 665 Rosalind Run, Yardley, PA 19067 , US
KRISBERGH Harold, KRISBERGH, Harold , 1538 Meadowbrook Road, Rydal, PA
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GROSKY Aaron, GROSKY, Aaron , 99 Colonial Heritage, Doylestown, PA 18901
, US

LEE Jae Hea Edward, LEE, Jae, Hea, Edward , 2520 S. Oriole Drive,
Bensalem, PA 19020 , US

AUGENBRAUN Joseph E, AUGENBRAUN, Joseph, E. , 32 Cuyler Road, Princeton,
NJ 08540 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9915968 A1 19990401

Application: WO 98US18492 19980917 (PCT/WO US9818492)

Priority Application: US 97934985 19970922

Designated States: AL AM AU AZ BA BB BG BR BY CA CN CU CZ EE GE GH GM HU ID

IL IS JP KE KG KP KR KZ LC LK LR LS LT LV MD MG MK MN MW MX NO NZ PL RO

RU SD SG SI SK SL TJ TM TR TT UA UG UZ VN YU ZW AT BE CH CY DE DK ES FI

FR GB GR IE IT LU MC NL PT SE

Publication Language: English

Filing Language: English

Fulltext Word Count: 10756

Fulltext Availability:

Detailed Description

Detailed Description

... be unique for a particular geographic or demographic location or
market. For example, an ~~ED tag~~ **ED tag** for an **advertised** product may be
linked to information pertaining to one supplier of the product in a...

...second market area. The data collection center 34 thus manages the
transmission of the ~~URL data from~~ **URL data from** the master database 42 to the
hyperlink database 28 in accordance with any...

11/3,K/5 (Item 5 from file: 349)

DIALOG(R)File 349:PCT Fulltext

(c) 2000 WIPO/MicroPat. All rts. reserv.

00576541 **Image available**

**SYSTEM AND METHOD FOR PROVIDING AND USING UNIVERSALLY ACCESSIBLE VOICE AND
SPEECH DATA FILES**

**SYSTEME ET PROCEDE POUR FOURNIR ET UTILISER DES FICHIERS DE DONNEES VOCALES
ET DE DONNEES AUDIO, ACCESSIBLES DE MANIERE UNIVERSELLE**

Patent Applicant/Assignee:

VOIS CORPORATION, VOIS CORPORATION , Suite 260, 3 Lagoon Drive, Redwood
City, CA 94065 , US

Inventor(s):

UPPALURU Premkumar V, UPPALURU, Premkumar, V. , 11853 Shasta Spring
Court, Cupertino, CA 95014 , US

Patent and Priority Information (Country, Number, Date):

Patent: WO 9821872 A1 19980522

Application: WO 97US20752 19971107 (PCT/WO US9720752)

Priority Application: US 96748943 19961114

Designated States: AL AM AT AU AZ BA BB BG BR BY CA CH CN CU CZ DE DK EE ES
FI GB GE GH HU ID IL IS JP KE KG KP KR KZ LC LK LR LS LT LU LV MD MG MK
MN MW MX NO NZ PL PT RO RU SD SE SG SI SK SL TJ TM TR TT UA UG UZ VN YU
ZW GH KE LS MW SD SZ UG ZW AM AZ BY KG KZ MD RU TJ TM AT BE CH DE DK ES
FI FR GB GR IE IT LU MC NL PT SE BF BJ CF CG CI CM GA GN ML MR NE SN TD
TG

Publication Language: English

Filing Language: English

Fulltext Word Count: 17404

Fulltext Availability:

Detailed Description

Detailed Description

... to Figure 9. Specifically, yellow page publishing form 1007 prompts for voice information including name, *tag* line, *advertisement*, directions, working hours and promotions. In addition, the yellow page publishing agent 1006 prompts for...

...with the appropriate database entry in the business white pages and updates it with the *URL* of the newly created yellow page to link it.

A very similar process occurs for...

?

show files;ds

File 473:Financial Times Abstracts 1998-2000/Dec 29

(c) 2000 The New York Times

File 474:New York Times Abs 1969-2000/Dec 29

(c) 2000 The New York Times

File 475:Wall Street Journal Abs 1973-2000/Dec 28

(c) 2000 The New York Times

Set	Items	Description
S1	77958	AD OR ADVERTI?
S2	7608	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S3	33927	NETWORK?
S4	162	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S5	963	TAG OR TAGGED OR APPLETT?
S6	13488	DELAY OR IDLE OR INTERSTITIAL?
S7	199690	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S8	885	TAG OR APPLETT?
S9	2234	EMBED? OR IMBED? OR IMPLANT? OR ENCAPSULAT?
S10	13	S8(3N)S1
S11	13	RD (unique items)
S12	7750	S1(3N)S7
S13	0	S12(5N)S9
?		

show files;ds

File 146:Washington Post Online 1983-2001/Dec 31
 (c) 2001 Washington Post
 File 387:The Denver Post 1994-2000/Dec 29
 (c) 2000 Denver Post
 File 471:New York Times Fulltext-90 Day 2001/Jan 02
 (c) 2001 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862000/Dec 16
 (c) 2001 Phoenix Newspapers
 File 494:St LouisPost-Dispatch 1988-2000/Dec 31
 (c) 2001 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2000/Dec 29
 (c) 2001 Detroit Free Press Inc.
 File 630:Los Angeles Times 1993-2001/Dec 31
 (c) 2001 Los Angeles Times
 File 631:Boston Globe 1980-2000/Dec 29
 (c) 2001 Boston Globe
 File 632:Chicago Tribune 1985-2000/Dec 29
 (c) 2000 Chicago Tribune
 File 633:Phil.Inquirer 1983-2000/Dec 31
 (c) 2001 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2000/Dec 30
 (c) 2001 Newsday Inc.
 File 640:San Francisco Chronicle 1988-2000/Dec 31
 (c) 2001 Chronicle Publ. Co.
 File 641:Denver Rky Mtn News Jun 1989-2000/Dec 24
 (c) 2001 Scripps Howard News
 File 702:Miami Herald 1983-2000/Dec 29
 (c) 2000 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2000/Dec 29
 (c) 2000 USA Today
 File 704:(Portland)The Oregonian 1989-2000/Dec 29
 (c) 2001 The Oregonian
 File 713:Atlanta J/Const. 1989-2000/Dec 31
 (c) 2001 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2000/Dec 24
 (c) 2001 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2000/Dec 29
 (c) 2000 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
 (c) 2000 The Plain Dealer
 File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times

Set	Items	Description
S1	679156	AD OR ADVERTI?
S2	238300	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S3	672531	NETWORK?
S4	12890	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S5	176624	TAG OR TAGGED OR APPLET?
S6	339808	DELAY OR IDLE OR INTERSTITIAL?
S7	1860334	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S8	144334	TAG OR APPLET?
S9	70599	EMBED? OR IMBED? OR IMPLANT? OR ENCAPSULAT?
S10	384	S1(3N)S8
S11	2	S10(S)S9
S12	0	S10(S)S4
S13	0	S10(S)S6
?		

show files;ds

File 146:Washington Post Online 1983-2001/Dec 31
 (c) 2001 Washington Post
 File 387:The Denver Post 1994-2000/Dec 29
 (c) 2000 Denver Post
 File 471:New York Times Fulltext-90 Day 2001/Jan 02
 (c) 2001 The New York Times
 File 492:Arizona Repub/Phoenix Gaz 19862000/Dec 16
 (c) 2001 Phoenix Newspapers
 File 494:St LouisPost-Dispatch 1988-2000/Dec 31
 (c) 2001 St Louis Post-Dispatch
 File 498:Detroit Free Press 1987-2000/Dec 29
 (c) 2001 Detroit Free Press Inc.
 File 630:Los Angeles Times 1993-2001/Dec 31
 (c) 2001 Los Angeles Times
 File 631:Boston Globe 1980-2000/Dec 29
 (c) 2001 Boston Globe
 File 632:Chicago Tribune 1985-2000/Dec 29
 (c) 2000 Chicago Tribune
 File 633:Phil.Inquirer 1983-2000/Dec 31
 (c) 2001 Philadelphia Newspapers Inc
 File 638:Newsday/New York Newsday 1987-2000/Dec 30
 (c) 2001 Newsday Inc.
 File 640:San Francisco Chronicle 1988-2000/Dec 31
 (c) 2001 Chronicle Publ. Co.
 File 641:Denver Rky Mtn News Jun 1989-2000/Dec 24
 (c) 2001 Scripps Howard News
 File 702:Miami Herald 1983-2000/Dec 29
 (c) 2000 The Miami Herald Publishing Co.
 File 703:USA Today 1989-2000/Dec 29
 (c) 2000 USA Today
 File 704:(Portland)The Oregonian 1989-2000/Dec 29
 (c) 2001 The Oregonian
 File 713:Atlanta J/Const. 1989-2000/Dec 31
 (c) 2001 Atlanta Newspapers
 File 714:(Baltimore) The Sun 1990-2000/Dec 24
 (c) 2001 Baltimore Sun
 File 715:Christian Sci.Mon. 1989-2000/Dec 29
 (c) 2000 Christian Science Monitor
 File 725:(Cleveland)Plain Dealer Aug 1991-2000/Dec 13
 (c) 2000 The Plain Dealer
 File 735:St. Petersburg Times 1989- 2000/Nov 01
 (c) 2000 St. Petersburg Times

Set	Items	Description
S1	679156	AD OR ADVERTI?
S2	238300	WWW OR WAN OR LAN OR WORLDWIDE()WEB OR WORLD()WIDE()WEB
S3	672531	NETWORK?
S4	12890	URL OR UNIFORM()RESOURCE()LOCATOR OR IP()ADDRESS OR WEB()A- DDRESS OR INTERNET()ADDRESS?
S5	176624	TAG OR TAGGED OR APPLET?
S6	339808	DELAY OR IDLE OR INTERSTITIAL?
S7	1860334	EXECUT? OR DOWNLOAD? OR DOWN()LOAD?
S8	144334	TAG OR APPLET?
S9	70599	EMBED? OR IMBED? OR IMPLANT? OR ENCAPSULAT?
S10	384	S1(3N)S8
S11	2	S10(S)S9
S12	0	S10(S)S4
S13	0	S10(S)S6
?		

11/3,K/1 (Item 1 from fil : 570)
DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01849453 Supplier Number: 59479461 (USE FORMAT 7 FOR FULLTEXT)
ADfilter 2.7.(Software Review)(Evaluation)
Internet Magazine, p168
Dec, 1999
ISSN: 1355-6428
Language: English Record Type: Fulltext
Article Type: Evaluation
Document Type: Magazine/Journal; Trade
Word Count: 416

... over what you can and can't view in your browser.

This includes blocking JavaScript *ad* banners and *applets*--which
can reduce the risk of introducing a virus onto your PC--as well as pop-up
ad windows, MIDI files, *embedded* and framed ads. If Web sites in your
bookmarks need to use certain filters, you...
?

t 14/3,k/all

14/3,K/1 (Item 1 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

02010422 Supplier Number: 67887056 (USE FORMAT 7 FOR FULLTEXT)

007 cozies up.(James Bond, aka Sean Connery)(Brief Article)

Toops, Diane

Food Processing, v61, n10, p14

Oct, 2000

ISSN: 0015-6523

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 118

... bring qualities of masculinity, heroism and adventure to the idea of drinking tea," says German *advertising* *executive* Margit *Appleton*.
"He should be able to replace the cozy image of tea with an adventurous and
...

14/3,K/2 (Item 2 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01845962 Supplier Number: 59214637 (USE FORMAT 7 FOR FULLTEXT)

South African ruling bans anti-smoking ad ;Benson & Hedges campaign mocked.(Brief Article)

Koenderman, Tony

Advertising Age, v71, p8

Jan 31, 2000

ISSN: 0001-8899

Language: English Record Type: Fulltext

Article Type: Brief Article

Document Type: Magazine/Journal; Trade

Word Count: 414

... The question to be answered is not whether this statement is correct, but whether the *TAG*'s print *advertisement* imitates or exploits the advertising good will vested in Benson & Hedges' campaign," the self-regulatory...

...constitute the signature of the product. It is not the ampersand alone, but the crafted *execution* as a whole that constitutes this advertising property. The *execution* is likely to evoke the Benson & Hedges concept. The take out of the advertisement is...

14/3,K/3 (Item 3 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
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01815342 Supplier Number: 57162587 (USE FORMAT 7 FOR FULLTEXT)

Ad Networks Flycast, DoubleClick Expand Rich Media Options.

Electronic Advertising & Marketplace Report, v13, n21, pNA

Nov 2, 1999

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 442

... shape or screen location the advertiser wishes.

Superstitial delivery is controlled by a Java applet *downloaded* into the user's browser. The *applet* talks to the *ad* management system, and the ad management service "tells" the applet which ads to *download*, based on whatever user targeting system the management system has in place. To roll out...

14/3,K/4 (Item 4 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01786237 Supplier Number: 55428600 (USE FORMAT 7 FOR FULLTEXT)

New ad tag lines for Ford, Lincoln?

Automotive News, p2

June 7, 1999

ISSN: 0005-1551

Language: English Record Type: Fulltext

Document Type: Tabloid; Trade

Word Count: 413

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

Top Ford Motor Co. executives want new *advertising* *tag* lines for the Ford and Lincoln brands, said three sources close to Ford who requested...

...of the plan, will not get a new tag line, said one source. Jim Schroer, *executive* director of marketing strategy and brand management, was out of the country and unavailable for...

14/3,K/5 (Item 5 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01732713 Supplier Number: 54022361 (USE FORMAT 7 FOR FULLTEXT)

JWT WRAPS UP WEEK \$150 MIL RICHER: KIMBERLY-CLARK, QWEST ACC'T WINS LATEST IN STREAK AT 'NEW' N.Y. OFFICE.

Petrecca, Laura

Advertising Age, p6(1)

March 1, 1999

ISSN: 0001-8899

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; Trade

Word Count: 495

... buying, direct marketing and interactive marketing-breaks this week. It retains the "Ride the light" *tag*.

One *ad*, which shows a lightbulb getting hit by a hammer and the hammer exploding, was shown...

...held Feb. 24. The ads focus on the concept that "bandwidth changes everything," said one *executive*.

'A NEW JWT'

Following the new wins, J. Walter Thompson Co. CEO Chris Jones sent

...

14/3,K/6 (Item 6 from file: 570)

DIALOG(R)File 570:Gale Group MARS(R)
(c) 2000 The Gale Group. All rts. reserv.

01729959 Supplier Number: 53920759 (USE FORMAT 7 FOR FULLTEXT)

ISUZU DRIVES VEHICROSS INTO SPORT-UTILITY FRAY.

SEDGWICK, DAVID
 Automotive News, p40(1)
 Feb 15, 1999
 ISSN: 0005-1551
 Language: English Record Type: Fulltext
 Document Type: Tabloid; Trade
 Word Count: 295

... San Diego trade show for retailers of outdoor sporting equipment.
 Isuzu also has adopted the *advertising* *tag* line: "No cars. No apologies." To underline the point, Isuzu *executives* sported buttons showing a car crossed out with a diagonal red line, the international symbol...

14/3,K/7 (Item 7 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01701730 Supplier Number: 53214207 (USE FORMAT 7 FOR FULLTEXT)
NEW WEB21 BOOKMARK SERVICE AIDS ADVERTISERS USERS EASILY GET TO POPULAR SITES.
 Riedman, Patricia
 Advertising Age, p68(1)
 Nov 9, 1998
 ISSN: 0001-8899
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 544

... chooses to do so.
 175,000 SURFBOARDS DOWNLOADED
 So far 175,000 Surfboards have been *downloaded* since Web21 went into beta test in August. The software ~~is~~ *downloaded* by clicking on a Surfboard banner ~~ad~~ *containing a Java Applet* that loads into a user's browser.
 The payoff for loading the bookmarks is the...

14/3,K/8 (Item 8 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01495715 Supplier Number: 45426688 (USE FORMAT 7 FOR FULLTEXT)
The BIG Tease
 Multichannel News, v0, n0, pS38
 March 27, 1995
 ISSN: 0276-8593
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 869

... have been very disappointing. Passions and expectations were high but (services) have proved difficult to *execute*," said Erica Gruen, senior vice president of strategy and media resources for Saatchi & Saatchi. The price *tag* *advertisers* paid for the promise of the FSN has proven to be "high for a small...

14/3,K/9 (Item 9 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01321100* Supplier Number: 43365822 (USE FORMAT 7 FOR FULLTEXT)
HOTLINE: Worlds of Wonder Founder Back With New Firm
 ADWEEK Western Advertising News, v42, n41, p5
 Oct 12, 1992
 ISSN: 0199-4743
 Language: English Record Type: Fulltext
 Document Type: Magazine/Journal; Trade
 Word Count: 105

(USE FORMAT 7 FOR FULLTEXT)

TEXT:

...for his latest, undisclosed toy venture, involving two new products and a \$4-\$5 million *ad* budget. After Lazer *Tag* and Teddy Ruxpin-maker WOW filed for Chapter 11 in 1988, Kingsborough founded Intelligy, maker...

...out of business. Kingsborough is said to be looking for mid- to large-sized agencies. *Executives* at Smith/Fisher declined comment.

14/3,K/10 (Item 10 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01100776 Supplier Number: 41253062
Children's services: Image: Soft sell
 Healthcare Advertising Review, v0, n0, p11
 April, 1990
 ISSN: 8756-4513
 Language: English Record Type: Abstract
 Document Type: Magazine/Journal; Trade

ABSTRACT:

...ads showed a photo of a child in a garden, followed by two columns of *ad* copy. The *tag* line is 'Your Children Are Our Children.' There is no headline. The ad ran in newspapers and in magazines. There were five other print *executions*, plus radio, outdoor and TV ads. Cranford Johnson Robinson Assoc was the agency handling the...

14/3,K/11 (Item 11 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)
 (c) 2000 The Gale Group. All rts. reserv.

01094820 Supplier Number: 41198644
Trading Up Its Image: This aggressive specialist refines its position in the market.
 Home Fashions Magazine, v0, n0, p35
 March, 1990
 ISSN: 0896-7962
 Language: English Record Type: Abstract
 Article Type: Company profile
 Document Type: Magazine/Journal; Trade

ABSTRACT:

...more prominent signs on many of the stores and, where it is appropriate, television and *advertisements* have a *tag* line alerting people to Luxury Linens, *executives* say. Regional newspaper ads also feature the Luxury Linens name and information about sales.
 Last...

14/3,K/12 (Item 12 from file: 570)
 DIALOG(R)File 570:Gale Group MARS(R)

(c) 2000 The Gale Group. All rts. reserv.

00021468 Supplier Number: 48044944 (USE FORMAT 7 FOR FULLTEXT)

MARKETING MAVEN

Allegrezza, Ray

HFN The Weekly Newspaper for the Home Furnishing Network, v71, n41, p15

Oct 13, 1997

Language: English Record Type: Fulltext

Document Type: Magazine/Journal; General

Word Count: 242

... a box."

Cramer-Krasselt, Sauder's Chicago-based advertising agency, was responsible for developing and *executing* Sauder's repositioning effort. Basing the campaign on the consumer *ad* *tag* line "good furniture made possible," the agency positioned Sauder as the maker of real furniture...

14/3,K/13 (Item 1 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

(c) 2000 Bell & Howell. All rts. reserv.

2096158 60331054

The Business Press List: Advertising and Public Relations Agencies Ranked by number of employees

Anonymous

Business Press p14

Sep 11, 2000

WORD COUNT: 1,349

DATELINE: Ontario California

TEXT:

...Year established: 1983 Top local executive: Billy Williams Title: Chief Executive Officer

Rank: 11 Name: *TAG* *Advertising* Address: 1299 N. Towne Ave. City, ZIP: Pomona 91767 Phone Fax: (800) 454-0824 (909...

...Public relations: 15% Direct mail: 85% Online: 0% Other: 0% Year established: 1991 Top local *executive*: Linda Martin Title: Owner

Rank: 14 Name: Publicity Unlimited Address: P.O. Box 724 City...

14/3,K/14 (Item 2 from file: 635)

DIALOG(R)File 635:Business Dateline(R)

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0949719 99-12499

Vlasic Foods not soured by mushy news

Kasrel, Deni

Philadelphia Business Journal (Philadelphia, PA, US), V17 N18 p1

PUBL DATE: 980612

WORD COUNT: 987

DATELINE: Camden, NJ, US, Middle Atlantic

TEXT:

...that during a recent conference call concerning the earnings report, Vlasic Foods president and chief *executive* officer, Robert F. Bernstock, stated the company would *tag* increased *advertising* with the debut of the new products: "He said he will wait until he has...

14/3,K/15 (Item 3 from file: 635)
DIALOG(R)File 635:Business Dateline(R)
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0007363 85-07363

Advertising: Does the Client Want Service or a Relationship or Both?

Mandeville, Aimee

Advantage (Nashville, TN, US), V8 N6 s1 p59

PUBL DATE: 851000

WORD COUNT: 1,524

DATELINE: Nashville, TN, US

TEXT:

...what Southern Hospitality was seeking.

The increased demand for marketing expertise reflects the swing from *execution* to definition as the starting point for campaigns. According to Ron Bartels, "*execution* without the stance of a creative platform is meaningless. Unfortunately the price *tag* for *advertising* services is on artwork or copy -- the *execution* end of the process. But this is only the tip of the iceberg." This newly...
?